

Case study Stakeholder Engagement Mater Health Services (Australia)

GGHH Agenda Goals

- Leadership
- Waste

Mater's goal

- Stakeholder engagement is a major theme of the *Sustainability at Mater* program and vital to gaining support and raising awareness of Environmental Sustainability (ES). It carries across through multiple campaigns, education and messages associated with the program. This campaign was designed to create behavioral change by encouraging staff and café users to purchase and use a KeepCup rather than using disposable coffee cups.

Achievements

- Sale of 3500 KeepCups through Mater's cafes since their implementation in July 2011.
- The campaign has been cost neutral awareness, with all costs recovered through sale of KeepCups
- Staff awareness rose significantly through an easy to access and reusable product
- Reduction in waste as a result of fewer disposable cups being used. This was not a key objective of the campaign, and while difficult to measure, it is estimated that Mater's cafes have refilled KeepCups more than 55 000 times.

The Issue

The Director of Environmental Sustainability in conjunction with Mater's Marketing Department developed a comprehensive communication plan to support the *Sustainability at Mater* program, and its associated campaigns.

The KeepCup campaign was identified as a way to engage staff as part of the wider *Sustainability at Mater* program and support its aim of behavioural change. KeepCups are free of harmful chemicals such as BPA and PVC. For more information on KeeCups, [visit their website](#).



As part of planning for implementation of KeepCups within the cafes, the price of the KeepCups was set at \$10 and a discount of 30 cent to each refill agreed upon. The initial purchase of a KeepCup also included a free coffee. The unit purchase price achieved for the bulk purchase of 1000 KeepCups allowed for the campaign to remain cost neutral, even with the inclusion of the free initial coffee.

A 12 oz KeepCup was purchased to ensure its use was viable across all coffee machines within the campus, and it provided the most options for staff in terms of ongoing refills (small and medium the most frequent sized coffee orders).

Sustainability Strategy Implemented

The Director of Environmental Sustainability became aware of the KeepCup product and arranged for samples to be reviewed and after discussion with the Sustainability Committee an initial order of 1000 KeepCups were purchased in June 2011. The Marketing Department developed the pictured poster which was displayed in all of the onsite cafes and the coffee provider was approached and provided a donation of coffee to assist with the launch in July 2011. The launch was also supported with a story on the Mater intranet page and regular mentions in other electronic and printed communications. The voluntary behaviour of utilizing a Sustainability KeepCup was also included as one of the behaviours in the successful ES pledge campaign which can be assessed [here](#).

Tracking progress

The initial purchase of 1000 KeepCups for the launch in July 2011 sold out within two months. On a campus which at that point comprised 7500 staff, this was an exceptional result.

A further order of 500 KeepCups was placed in August 2011, November 2011 and June 2012. The design and colour of the KeepCup was changed to reflect Mater's corporate colours of blue and orange (pictured) for orders placed in April 2013 and September 2013. In early 2014 a donation of 500 KeepCups promoting our coffee provider were sold within Mater's cafes. A further Sustainability KeepCup order of 500 units was placed in March 2015.



Challenges and lessons learned

Among challenges has been feedback from some staff who prefer to not drink from a plastic cup. However, as the purchase of KeepCups is not mandatory, staff are still able to purchase paper reusable cups, or use glass/porcelain cups if they wish to have a reusable option.

Next steps

A further 500 KeepCups were ordered in March 2015, due to the popularity of the product. Mater's Café team also supports *Sustainability at Mater* via sponsorship of various events during the year.

A case study of Mater's KeepCup outcomes has also been included on the [KeepCup website](#).

As a campaign conducted simultaneously with a number of other campaigns, education and internal messaging, this has been a cost effective, simple to implement and successful initiative to assist with the promotion of the *Sustainability at Mater* program.

Demographic information

Mater Health Services comprises several hospitals, health centres, a world-class medical research institute and pathology and pharmacy businesses—all with one aim—to provide exceptional care. Our concerted pursuit of innovation—to discover, improve, adopt and adapt—differentiates Mater as a leader in the areas of health, education and research. By integrating these fields into the delivery of exceptional healthcare services, Mater is committed to the development and maintenance of healthy communities.

Mater is dedicated to providing healthcare services through a sincere commitment to our core Values of Mercy, Dignity, Care, Commitment and Quality. A Catholic not-for-profit ministry, we are committed to an holistic approach to healthcare in response to ever-changing community needs. We continually strive to improve how we deliver patient care, keep our knowledge and skills relevant, advance our understanding of illness and health and manage resources effectively.

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Keywords/topics

Engagement/KeepCup/Waste